

ORDER



Orders
Order / Rev: 720980
Alt Order #: 06361096
Product Desc: PATON FOR CONGRESS 10/31-11/6, 2
Estimate:
Flight Dates: 10/31/12 - 11/06/12
Original Date / Rev: 10/08/12 / 10/08/12
Order Type: Political

KPNX

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Strategic Media Services/ POL
Buying Contact:
Billing Contact:
 3299 K ST., NW Suite 200
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Paton,J/ R / Congress
Demographic: A35+
Product Codes: PL-US House
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	42	\$34,750.00	\$29,537.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	42	\$34,750.00	\$29,537.50	0.00
Totals	42	\$34,750.00	\$29,537.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KPNX	10/31/12	11/05/12	M-F 10p News M-F 10pm News	CM	10-1035p	M-WTF--	:30	4	\$1,400.00	P-2	0.00	NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/31/12	11/06/12	M-WTF--			4		\$1,400.00	0.00					
E 2	KPNX	11/01/12	11/06/12	M-F 6-7a 12 News Today	CM	6-7a	MT-TF--	:30	4	\$450.00	P-2	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		11/01/12	11/07/12	MT-TF--			4		\$450.00	0.00					
E 3	KPNX	10/31/12	11/06/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MTWTF--	:30	7	\$550.00	P-2	0.00	NM	7	\$3,850.00
		2X MAX/DAY: M,TU													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/31/12	11/06/12	MTWTF--			7		\$550.00	0.00					
E 4	KPNX	10/31/12	11/05/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	M-WTF--	:30	4	\$225.00	P-2	0.00	NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/31/12	11/06/12	M-WTF--			4		\$225.00	0.00					
E 5	KPNX	10/31/12	11/05/12	Days of Our Lives Days of Our Lives	CM	2-3p	M-WTF--	:30	4	\$300.00	P-2	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/31/12	11/06/12	M-WTF--			4		\$300.00	0.00					
E 6	KPNX	10/31/12	11/05/12	M-F 3-4p Ellen	CM	3-4p	M-WTF--	:30	4	\$350.00	P-2	0.00	NM	4	\$1,400.00

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 Flight Dates: 10/31/12 - 11/06/12

Advertiser: Paton,J/ R / Congress
 Product Desc: PATON FOR CONGRESS 10/31-11/6, 2
 Estimate: KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	KPNX	10/31/12	11/05/12	M-F 3-4p Ellen	CM	3-4p	M-WTF--	:30	4	\$350.00	P-2	0.00	NM	4	\$1,400.00
rr per mike															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/31/12	11/06/12	M-WTF--	4		\$350.00		0.00						
E 7	KPNX	10/31/12	11/05/12	M-F 5-530p M-F 5-530p	CM	5-530p	M-WTF--	:30	4	\$450.00	P-2	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/31/12	11/06/12	M-WTF--	4		\$450.00		0.00						
E 8	KPNX	11/02/12	11/02/12	NBC Nightly News NBC Nightly News	CM	Various	----F--	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----F--	1		\$1,500.00		0.00						
E 9	KPNX	10/31/12	11/05/12	M-F 6-630p 12 News 6pm	CM	6-630p	M-WTF--	:30	4	\$700.00	P-2	0.00	NM	4	\$2,800.00
rr per mike															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/31/12	11/06/12	M-WTF--	4		\$700.00		0.00						
E 10	KPNX	11/05/12	11/05/12	Mon Prime Other The Voice	CM	7-9p	M-----	:30	1	\$4,500.00	P-3	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$4,500.00		0.00						
E 11	KPNX	11/03/12	11/03/12	SAT TDY NBC Today Show	CM	Saturday Today	-----S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$250.00		0.00						
E 12	KPNX	11/03/12	11/03/12	6-7p 12 News Saturday 6p News Now 1hr	CM	6-7p	-----S-	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	2		\$450.00		0.00						
E 14	KPNX	11/04/12	11/04/12	Sun 8-10a 12 News Sun Today	CM	Various	-----S	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$250.00		0.00						
E 15	KPNX	11/04/12	11/04/12	NFL Regular Season Fo NFL Regular Season F	CM	Various	-----S	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
rr per mike															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$8,000.00		0.00						

*Tax 1 Note: Tax 0.5%.

Totals 42 \$34,750.00